

**Alpha Alpha State-The Pennsylvania Organization of The
Delta Kappa Gamma Society International**

**2015-2016 REPORT OF THE COMMUNICATIONS
COMMITTEE**

I. Role

- A. The role of the Communications Committee is to facilitate communication between members and chapters on a state and local level.
- B. The Communications Committee keeps a file of International, State, and Chapter publications.
- C. The Communications Committee provides information to chapters through its quarterly newsletter.
- D. The Communications Committee takes on projects at the request of the President.

II. Biennial Goals

- A. To continue to proofread *The Keystoneian*.
- B. To continue to keep information up-to-date on the State website.
- C. To strengthen the communication among members of state committees, chapters, states, and International.
- D. To provide support to chapters in creating newsletters and/or websites for promoting the society.
- E. To provide newsletter and website guidelines for chapters.
- F. To reach out to chapters looking for a start in developing or enhancing their communication.
- G. To acknowledge chapters who provide a means of communication to their members.
- H. To print copies of the State brochure, when needed.
- I. To continue to keep accurate records of chapter newsletters, annual reports, and additional communication documents.

III. Accomplishments Related to Goals

- A. The committee proofread *The Keystoneian*.
- B. The website continues to be updated with chapter newsletters, state happenings, upcoming events, and other relevant society information.
- C. The committee published a quarterly newsletter, *The Spark*, for providing chapters with relevant communications information to both promote the society and enhance communication between and among members and chapters.
- D. Incoming Chapter Presidents and the general membership received information about communication tools that are relevant for various chapter positions.

- E. The committee recognized at State Convention the chapters that published at least 3 newsletters during the year and/or had a chapter website.
- F. The committee has collected and filed State and Chapter newsletters.

IV. Actions Related to the PSO Strategic Action Plan

Activity 1.1.7. Inform prospective members of publishing opportunities in The Bulletin, an academic journal published by DKG International. The Winter 2015 issue of the State Communications Committee newsletter, The Spark, provided information to Chapter Communication Chairs about submitting publications to both the *Bulletin* and *Collegial Exchange*.

Activity 2.1.1. Encourage chapters and members to access resources found on the international and state websites. Various issues of The Spark encouraged chapters and members to do this. At the Incoming Presidents' Training and Leadership Development Seminar in Altoona, incoming presidents and members were also provided with various online resources.

Activity 2.1.3. Promote media relationships between chapters and their local news agencies. Access sample news releases at <http://www.alphaalphapa.com/-dkg-forms.html> The Fall 2015 issue of The Spark provided information on what to publicize as well as possible outlets.

Activity 2.1.4. Promote "going green" by encouraging members to receive The Keystonean in electronic format. Access information at <http://www.alphaalphapa.com/go-green--get-the-keystonean-by-email.html> or e-mail The Keystonean editor at iberrylady@aol.com. Various issues of *The Keystonean* provide either a form or information for accessing the form for "going green." The Fall 2015 issues of The Spark also reminded members of this.

Activity 2.2.1. Encourage communication among chapters through posting of chapter newsletters on the Alpha Alpha State website. The State Communications Committee article in the August 2015 issue of *The Keystonean* provided a reminder for chapter newsletters to be sent to the State Communications Chair, State President, and State Webmaster for recognition and posting online.

V. Recommendations for 2016-2017

- A. The committee will continue to work with chapters in creating newsletters and/or websites.
- B. The committee will make all chapters aware of the importance of providing the President, Communications Chair, and Webmaster with chapter publications in order for external communication to continue, chapters to be recognized, and publications to be accessed by all.
- C. The committee will continue to encourage members to "Go Green" and receive *The Keystonean* via email rather than regular mail in hopes of cutting printing and mailing costs.

2015-2017 Communications Committee

Kristine Reynolds, Chairman, Beta Kappa Chapter

Loretta Baran (reader), Alpha Iota Chapter

Stephanie Fulena (reader), Alpha Sigma Chapter

Dr. Norma Mateer (reader), Beta Theta Chapter

Shirley Allis, Alpha Zeta Chapter

Michelle Leddy, Beta Alpha Chapter

Ellen Strauskulage, Phi Chapter